American Epilepsy Society
Exhibitor Information Webinar #2

AUGUST 20, 2019
10:00 AM CENTRAL
AGENDA

Welcome
JAMES W. WHELESS, MD

Sponsorships & Advertising
SUSAN OLIVER

Exhibits, Registration & Housing
LARA FITTS GAMACHE

Decorating
ANNE FITZGERALD

ICWs
EMILY THOMPSON
James W. Wheless, MD
Professor & Chief of Pediatric Neurology
University of Tennessee Health Science Center

Corporate Advisory Committee
American Epilepsy Society
Susan J. Oliver, MBA
Associate Executive Director, Advancement
American Epilepsy Society
Range of Opportunities

At AES Annual Meeting

Exhibit booth
Innovation pavilions
Therapeutic Update
Product Theater
Sponsorships
Advertising (outdoor & on-site)
Scientific exhibits
Education support
Equipment auction
Satellite Education
Philanthropy
Offices on show floor
AES Fellows Program
Pre and post attendee mailing list

Year-round

Education support
Seed grants
Young Investigator Awards
EPIPORT program
Epilepsy Currents Advertising
Philanthropy
Member Mailing list
Inventory Status: What’s Still Available?

**High end**
Stick-and-stack ribbon area in Member Center, Product Theater, coat & luggage check, career center, lunches in exhibit hall

**Medium**
Attendee lounge, wine event sponsorship, exclusive door drop (Thursday), park benches in exhibit hall, cell phone chargers, Epilepsy Leadership Council, equipment auction, hand sanitizers, Women in Epilepsy luncheon, EEG training session, Leadership Development program, Contributions of a Diverse Professional Community

**Most affordable**
Program book ads, abstract guide ads, media wall ads, Saturday shared door drop, Passport to Prizes booth traffic promotion, water coolers, coffee break sponsorship, special interest groups

**Complimentary**
Pre- and post-meeting attendee snail mail list
Getting the information you need

https://www.aesnet.org/

ANNUAL MEETING
FOR EXHIBITORS
ADS AND SPONSORSHIPS
ADVERTISING INSERTION ORDER
SPONSORSHIP RESERVATION FORM

soliver@aesnet.org (Susan Oliver)
jsearle@aesnet.org (Justin Searle)
Join us in Baltimore!
December 6-10, 2019

As the largest gathering on epilepsy in the world, the American Epilepsy Society's Annual Meeting is the event for epilepsy professionals in academia, clinical practice, industry, and advocacy.

This is where you belong.

https://meeting.aesnet.org/exhibitors
The American Epilepsy Society Annual Meeting is the place to reach healthcare professionals who research and treat epilepsy.

Get your message in front of your target audience this December 6-10 in Baltimore, MD.

Available Opportunities (Current As Of July 30, 2019)

Advertising Insertion Order  Sponsorship Reservation Form

Career Fair Information

Sponsorship Cancellation Policy

Year-Round Advertising in Epilepsy Currents
## Sponsorship & Advertising Process

<table>
<thead>
<tr>
<th>ACTION ITEM</th>
<th>TIMING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Secure exhibit booth</td>
<td>December through sell-out</td>
</tr>
<tr>
<td>Develop products</td>
<td>December through April</td>
</tr>
<tr>
<td>Right of first refusal period for last year exclusives</td>
<td>May</td>
</tr>
<tr>
<td>Prospectus available</td>
<td>Early June</td>
</tr>
<tr>
<td>Insertion orders for non-exclusive items (program book, media wall, passport, door drops, shuttle bus advertising, etc) available</td>
<td>Early June</td>
</tr>
<tr>
<td>Applications for Scientific Exhibits and Satellite Symposia available</td>
<td>Early June</td>
</tr>
<tr>
<td>Discussion &amp; negotiation of individual company programs</td>
<td>June through October</td>
</tr>
<tr>
<td>Execution of Memoranda of Agreement (MOAs) for sponsored items</td>
<td>June through October</td>
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<tr>
<td>Medical education grant request submissions</td>
<td>June/July</td>
</tr>
<tr>
<td><em>Epilepsy Currents</em>: deadline for AES Annual Meeting Issue (Nov/Dec)</td>
<td>September 25 for ad space October 2 for ad art</td>
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<tr>
<td>Deadline for insertion orders: print program book</td>
<td>September 13</td>
</tr>
<tr>
<td>Deadline for recognition in on-site signage</td>
<td>October 30</td>
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<tr>
<td>Comped registrations added to exhibitor allotment</td>
<td>November 7</td>
</tr>
<tr>
<td>All MOAs and LOAs signed and filed</td>
<td>Thanksgiving</td>
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</tbody>
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Things You Need to Know

• If you purchase an exclusive item, you have right of first refusal for that same item in 2020 if AES offers it.

• Any item that goes to AES members or attendees must be approved in advance by AES: send to soliver@aesnet.org. Allow 2 business days.

• Program book advertising insertion orders by 9/13. For maximum recognition, all other commitments by October 30. We will work with you after this date, but can’t guarantee recognition in on-site signage.
Recognition of Industry Supporters

- Expenditures included:
  - Booth, pavilion, offices, advertising (including Currents), sponsorships, mediated grants (at meeting and year-round), grants supporting AES research & training programs, satellite symposia fees, scientific exhibits, philanthropy. Meeting registrations are NOT included.

- Recognition in signage, program book, exhibitor event

- Invitations to Presidents Reception

- Other benefits in prospectus
  - **FRIDAY EVENING:** INDUSTRY THANK YOU HOUR
  - **SATURDAY:** PRESENTATION OF RECOGNITION AWARDS
  - **SUNDAY & MONDAY:** AES MEETING WITH YOUR COMPANY
Lara Fitts Gamache, CEM
Exhibits Manager
Corcoran Expositions, Inc.
Exhibitor Registration

• Register in advance to avoid having to wait in line at onsite registration.
• If exhibitors wish to attend educational sessions during the meeting, select Exhibitor Full Conference (EXFC) when registering.
# AES Exhibitor Housing - Dates

<table>
<thead>
<tr>
<th>ACTION ITEMS</th>
<th>DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deadline to submit a room block (10 rooms or more)</td>
<td>October 1</td>
</tr>
<tr>
<td>Rooming list due for group housing blocks; any room not listed will be released</td>
<td>October 8</td>
</tr>
<tr>
<td>One night non-refundable deposit charged per room</td>
<td>November 18</td>
</tr>
<tr>
<td>Deadline to make changes (housing bureau or badges)</td>
<td>November 18 (10:00 AM EST)</td>
</tr>
<tr>
<td>Housing changes should be done directly with hotels</td>
<td>November 26</td>
</tr>
</tbody>
</table>
Promoting Your Presence at the Meeting

- Pre-show list / post-show list
- Ads/door drops/passport/virtual tote bag/media wall (Guidelines for referring to AES in advertising can be found in the ‘current exhibitor’ section at https://meeting.aesnet.org/).
- Invite your contacts to the show (comp. hall passes)
- **Answer this question:** Why should attendees visit your booth?
- Consider Boothmanship & Follow-Up
Giveaways

• Must be approved by AES by November 1
• Must comply with your company’s Advamed and PhRMA guidelines
• Educational / modest value
• Limited to items found in a physician’s office (not company product)
• No bags or notebooks are allowed to be distributed at the meeting
Show Rules to Note

• General rules and regulations

• Audio and video recordings strictly prohibited. Videotaping of a company’s own booth is permitted and requires prior approval from Show Management.

• Construction Guidelines:
  o Inline booths - 8' height restriction in back half of booth, 4' in front half of booth
  o 10x20 corner booths - can go up to 8' in the 10' of their booth on the corner.
  o 20x20 islands and larger - 22' height restriction
  o Pull-up signs - don't block your neighbor
  o Epilepsy Resource Area – single-sided signs only, tables may not be moved

• Submit your island booth design, including elevations, 60 days in advance (20’ x 20’ booths and larger). 90 days in advance for double decker designs.

• Guidelines for Non-profit organizations
NOTE for front row of booths: varied ceiling heights in Baltimore.

- 14’6” in red
- 29’ in green
Exhibit Hall Access

• Exhibit staff - exhibit only or exhibitor full conference passes to access hall
• Exhibit badges only allow access to exhibit hall. Access times include:
  • Exhibitor Appointed Contractors (EACs)
    o EACs or staff setting up and tearing down your booth – wristbands
    o EAC forms must be sent to GES by October 30
    o Upload COIs to CertFocus through the GES Exhibitor Manual for a $21 fee
  • Move-in hours: exhibitors needing more time for set-up may stay after posted hours, but may not leave and re-enter the hall after the posted move-in hours have ended. GES desk will close at the end of posted hours.
Exhibit Hall Access - Continued

• Exhibit day access
  o Properly badged exhibit staff may enter the hall up to two hours before exhibit hours begin on Sunday and Monday. Any additional time needed for pavilion set-up must be requested in advance and cannot be guaranteed.
  o Exhibitors will be asked to leave their booth after the show closes each day.

• Thank you for your cooperation in securing the hall!
• Watch for important news in the Exhibitor Newsletter.
Priority Point System: How Points are Determined

• Participation Points: 1 point for each year of exhibiting since 2002 (only these points carry over to next year. Exhibitors who do not exhibit two years in a row may lose all participation points.

• Current Year Points (Don’t Carry Over):
  o Current Year Booth Points: 1 point per 100 square feet
  o Current Year Housing Points (until housing deadline): 3 points
  o Current Year Support Points, as follows:
    o (Support points are calculated as of Wed. before Thanksgiving)
Another Benefit of Your Recognition Levels

**BENEFACTOR:** $500,000+ - 13 points
**LEADER:** $250,000-$499,999 - 10 points
**PARTNER:** $100,000 - $249,000 - 7 points
**SUPPORTER:** $50,000 - $99,999 - 5 points
**CONTRIBUTOR:** $25,000 - $49,999 - 3 points
**ADVOCATE:** $10,000 - $24,999 - 2 points
**PATRON:** $5,000 - $9,999 - 1 point

- Sign Up will be held December 7-9, 2019 on-site in Baltimore.
- Appointment times will be sent out to exhibitors the week of Thanksgiving.
- AES 2020: December 5-7, 2020 in Seattle, WA.
Anne Fitzgerald, CEM
Associate Director of Account Management
GES
GES National Servicenter®

Use your Official Services Contractor as a resource. Our representatives are knowledgeable and can assist you with the navigation of the Exhibitor Manual and the placement of orders.

Read your Exhibitor Manual at:
http://ordering.ges.com/083600699/welcome

Online Chat
www.ges.com/chat

Our Hours of Operation
- 6:00 AM to 5:00 PM Pacific Time
- 9:00 AM to 8:00 PM Eastern Time
- (800) 475.2098
The Exhibitor Services Manual

The Exhibitor Services Manual will provide you with up-to-date information about the 2019 AES. This includes:

- Important dates and deadlines
- Information to order furniture, carpet, electric, material handling, labor, etc.
- Supplier and Show Management Contacts, Information and Forms
- Show site work rules
- Money Saving Tips for Shipping and Material Handling

Click here and you will be directed to the online exhibitor services manual:

Exhibitor Services Manual
• GES provides confirmation of all orders placed.
  o Once your order has been processed at GES you will automatically receive a confirmation within 3 – 5 business days. All orders placed online receive immediate confirmation.

• Notification of Receipt of Fax

• Exhibitors must provide GES with fax and email information in order to receive notifications
Order Notification

SAVE MONEY AND TAKE ADVANTAGE OF THE DISCOUNT PRICES!!

Advanced Deadline Date for best pricing is:
Thursday, November 14, 2019

For a snapshot of show deadlines, review the
Deadline Checklist
in the exhibitor manual.
Carpet – Electrical – Plumbing - Internet

- **Carpet**
  - Please note – Halls E, F, G & Swing of the Baltimore Convention Center Convention are not carpeted. The aisles will be carpeted.
  - Epilepsy Resource Area table tops are carpeted and come with draped 6 ft table, two chairs, and a waste basket.

- **Electrical, Plumbing, and Internet Services**
  - Electrical & Internet DO NOT COME WITH YOUR PAID BOOTH SPACE. Electrical, plumbing, and internet services are provided by the Baltimore Convention Center. Review forms for what services you will need and complete by the deadline date to receive advance pricing. Sending your complete orders in on time can save you money.

- For all of your questions and concerns, please check the appropriate form or review the [Supplier Contact List](#) in the exhibitor manual.
Freight

• What is Material Handling (Drayage)?
  o It is the unloading of your exhibit materials, delivery to your booth, handling of empty containers to and from storage, and removal of your materials from your booth for reloading. Material handling charges are calculated on a per hundred lbs. weight basis.
Shipping Guidelines & Tips

Below are some guidelines to help your shipments to show site become more efficient and easy:

• Separate labels for each package
• Show name, exhibitor name, facility name, booth number, cell phone number
• Use labels provided in your Exhibitor Manual
• Remove old labels
• Shipments should not be sent to the Baltimore Convention Center prior to Thursday, December 5, 2019 8:00 AM
• Always bring your shipping information with you
• Keep tracking or pro numbers and carrier contact info
Shipments to Show site / Direct Freight Unload

**REMEMBER:**

- There will be many trucks and vehicles to be unloaded, and this process will take time to complete. Please be patient!
Empty Crate Return

- Empties are returned at the close of show. Empty return should begin at 2:00 PM and will take 2 ½ to 3 hours to return all empties.
- Cartons/boxes are returned first, after which the crates will be returned.
- Crate return is random, so please be patient.
- Empty crate pick-up/return is included in the round trip material handling fee.
Union Jurisdictions

• Material Handling
  o The unloading and delivery of all display material and equipment to and from the convention site docks and the exhibitors' booths must be performed by the Official Service Contractor. Please refer to work site labor rules in the exhibitor manual for more information.

• Hand Carried Freight – One Exhibitor per booth may carry in 1 carton or wheel 1 fibercase, in 1 trip, into the exhibit hall without going through the material handling process. Exhibitor must be a full time employee of the exhibiting company.

• No Gratuities.

• Booth Set-Up & Dismantle
  o Two (2) full-time exhibitor employees may work without Carpenter labor for one (1) hour on the move in and one (1) hour on the move out, for booths that are larger than 10'x10'. Exhibitors may work in booths 10'x10' or smaller without the use of Union labor. The use of power tools is not permitted. As an exhibitor, you will be pleased to know that there are no restrictions or requirements to use union labor for the unpacking and placement of your merchandise or product and equipment tuning or calibrating, provided exhibitors use full-time permanent employees.
GES Overview

✓ Plan, plan, plan
✓ Read the Exhibitor Service Manual
✓ Be aware of the discount deadline date and order everything you will need in advance
✓ Ship smart; label all containers effectively, bundle your shipments to avoid multiple minimum charges
✓ Bring copies of advanced orders and create a booth diagram
✓ Leave enough time after move-out to pack up, when making travel arrangements
✓ Ask for help---we are Exhibition Experts, let us know how we can help you
Emily Thompson
Events Coordinator
American Epilepsy Society
ICW = In Conjunction With

- Events must be submitted and approved by AES, regardless of location
- Approval obtained prior to promotion and implementation of event
- Submit on-line request form
- Non-refundable administrative fee: $400 (up to 4 hours); $550 (4 – 8 hours)
- Acknowledgement emailed automatically
- AES contacts you with questions and/or provides approval
- Catering department contacts you to plan details & to arrange payment
- Available times:

<table>
<thead>
<tr>
<th>Thursday, December 5</th>
<th>Friday, December 6</th>
<th>Saturday, December 7</th>
<th>Sunday, December 8</th>
<th>Monday, December 9</th>
<th>Tuesday, December 10</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 AM - 12:00 PM</td>
<td>7:00 AM - 12:00 PM</td>
<td>7:00 AM - 8:30 AM</td>
<td>N/A</td>
<td>7:00 AM - 8:30 AM</td>
<td>7:00 AM - 8:30 AM</td>
</tr>
<tr>
<td>12:00 PM - 6:00 PM</td>
<td>12:00 PM - 3:00 PM</td>
<td>12:00 PM - 2:00 PM</td>
<td>12:00 PM - 2:00 PM</td>
<td>12:00 PM - 2:00 PM</td>
<td>11:00 AM - 6:00 PM</td>
</tr>
<tr>
<td>6:00 PM - 10:00 PM</td>
<td>6:00 PM - 10:00 PM</td>
<td>after 8:00 PM</td>
<td>5:30 PM - 10:00 PM</td>
<td>after 8:00 PM</td>
<td>6:00 PM - 10:00 PM</td>
</tr>
</tbody>
</table>
How to find ICWs guidelines and application on our Annual Meeting Website
# ICW Dates

<table>
<thead>
<tr>
<th>ACTION ITEMS</th>
<th>DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meeting space requests opened</td>
<td>August 14</td>
</tr>
<tr>
<td>Deadline to request meeting space</td>
<td>October 31</td>
</tr>
<tr>
<td>Late Fee period</td>
<td>November 1 - 8</td>
</tr>
<tr>
<td>Facility event manager contacts you</td>
<td>mid October to mid-November</td>
</tr>
<tr>
<td>Room assignments confirmed</td>
<td>November 18</td>
</tr>
</tbody>
</table>

Submit requests online
QUESTIONS?

Susan Oliver, Associate Executive Director, Advancement: soliver@aesnet.org

Lara Fitts Gamache, AES Exhibit Manager: lara@corcexpo.com

Housing/Registration, Experient, Inc: aesgroups@experient-inc.com

ICWs: meetingspace@aesnet.org